CLAIMS

What is claimed is:

1. A method for providing enhanced advertising of a 2-D video broadcast, comprising:

receiving the 2-D video broadcast containing a 2-D advertisement having an image;

identifying the image within the advertisement;

looking-up a matching 3-D object in an image library; wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

2. The method according to claim 1, wherein there are one or more images within the 2-D advertisement.

3. The method according to claim 1, further comprising using a look-up table to identify the matching 3-D object.

4. The method according to claim 3, further comprising displaying the advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

5. The method according to claim 4, further comprising overlaying the image with the matching 3-D object.

6. The method according to claim 5, wherein overlaying the image further comprises:

overlaying specular lighting; and

overlaying shading.

7. A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast containing a 2-D advertisement having an image;

means for identifying the image within the advertisement;

means for looking-up a matching 3-D object in an image library; wherein the library comprises one or more 3-D objects; and

means for using the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

8. The system according to claim 7, wherein there are one or more images within the 2-D advertisement.

9. The system according to claim 7, further comprising means for identifying the matching 3-D object.

10. The system according to claim 9, further comprising means for displaying the advertisement on a display device, comprising a television means, computer monitor means, and liquid crystal display means.

11. The system according to claim 10, further comprising means for overlaying the image with the matching 3-D object.

12. The system according to claim 11, wherein means for overlaying the image further comprises:

means for overlaying specular lighting; and

means for overlaying shading.

13. A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D video broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

receiving the 2-D video broadcast containing a 2-D advertisement having an image;

identifying the image within the advertisement;

looking-up a matching 3-D object in an image library; wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

14. The computer-readable medium of claim 13 wherein there are one or more images within the 2-D advertisement.

15. The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer,

cause said computer to further perform using a look-up table to identify the matching 3-D object.

16. The computer-readable medium of claim 15 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform displaying the advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

17. The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform overlaying the image with the matching 3-D object.

18. The computer readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by a computer to perform overlaying the image, cause said computer to further perform:

overlaying specular lighting; and

overlaying shading.

19. A set top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor coupled to a bus; and

a storage device coupled to the bus, wherein the storage device is configured to store a library of 3-D objects;

wherein the processor receives the 2-D video broadcast containing a 2-D advertisement having an image; identifies the image within the advertisement; looks-up a matching 3-D object in the library; and uses the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

20. The set top box of claim 19, wherein one or more images are within the advertisement.

21. The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

22. The set top box of claim 21, further comprising a display device that displays the enhanced advertisement, wherein the display device comprises a television, a computer monitor, and a liquid crystal display.